



# MEDIA ADVISORY

06-005

**Date:** January 17, 2006  
**District:** 8 - Inland Empire  
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## FOR IMMEDIATE RELEASE

### **CALTRANS REMINDS MOTORISTS - "DON'T TRASH THE I.E." 4,000 litterbags handed to fast food customers**

**WHO:** Caltrans and the Greater Riverside Chambers "Keep Riverside Clean & Beautiful"

**WHAT:** Press Conference - Don't Trash California, Fast Food Freeway Focus

**WHERE:** Staging at the northwest corner of the Home Depot parking lot (adjacent to McDonald's) at 3323 Madison St. Riverside, near SR 91 and Indiana Ave.

**WHEN:** Friday, January 20, 2006 at 10 a.m.

**WHY:** To remind motorists to "Keep the Inland Empire Beautiful" and to "Keep Riverside Clean and Beautiful." Caltrans and the Riverside Chambers KRCB will supply 4,000 vehicle trash bags to distribute to fast food patrons as a reminder to "Stash Your Trash and Keep Your Cash." Participating restaurants are Farmer Boys, McDonald's, Johnny's Burgers; Carl's Jr.; Kentucky Fried Chicken; and El Pollo Loco.

**Photo opportunity** - Event partners will distribute vehicle trash bags to fast food patrons as they pick up their orders at the drive-up and walk-up counters at two nearby restaurants.

Statements from Assembly Member John Benoit, CHP Division Chief John Fogerty and Caltrans Public Affairs Manager Rose Melgoza.

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